



Download to your Roku

# Snack TV® Food Network

## “Gulf Coast Eats” series

### Sponsorship Proposal



# About "Gulf Coast Eats"

"Plant Based Shenanigans has captivated audiences with its delectable and innovative plant-based recipes that are not only nutritious but also incredibly satisfying. Building on the success of this popular series, SnackTV® Food Network is thrilled to announce the upcoming launch of a new show, Gulf Coast Eats.

Gulf Coast Eats will delve into the rich and diverse culinary landscape found along the Gulf Coast, shining a spotlight on local ingredients and time-honored cooking traditions. Viewers can look forward to tantalizing dishes, breathtaking scenery, and compelling storytelling in this exciting new series.

Stay tuned for more updates as we approach the production start date in early January 2025!



# ABOUT “Gulf Coast Eats”

The show will guide viewers on a delectable culinary adventure along the Gulf Coast, highlighting the distinctive flavors and dishes that define this region. From succulent seafood to tantalizing BBQ, viewers will savor the diverse and exquisite cuisine that graces the coastal area.

Each episode of Gulf Coast Eats will showcase a unique restaurant, providing viewers with an exclusive peek into the world of talented chefs, passionate owners, and the captivating stories behind these hidden culinary treasures. Whether you consider yourself a food enthusiast in search of new dining experiences or simply enjoy discovering new locales, Gulf Coast Eats promises to satiate your cravings for exceptional cuisine and delightful company.

Make sure to save the date and prepare yourself for a delectable journey through some of the finest dining establishments along the Gulf Coast. Tune in to Snack TV Food Network for Gulf Coast Eats and embark on a mouthwatering adventure unlike any other!





# WHY YOU SHOULD SPONSOR

As a token of gratitude for your support, we are thrilled to extend to you the exclusive opportunity to showcase your brand prominently during our upcoming event and marketing campaign, as well as across various social media platforms, as an official sponsor of Snack TV's Gulf Coast Eats.

Our reach and impact are consistently expanding. We have nurtured a loyal following of over 10,000 individuals naturally, with our network reaching over 15,000. Our audience consists of discerning, forward-thinking consumers who view us as a reliable source and influencer.

## **AUGMENTED CUSTOMER SERVICE**

By leveraging Snack TV as a platform to interact with customers in a personalized and engaging manner, you can establish a deeper connection with your audience. This can result in heightened brand loyalty, increased repeat business, and positive word-of-mouth referrals. Furthermore, contented customers are inclined to leave favorable reviews and ratings online, bolstering your brand's reputation and drawing in new clientele. Ultimately, dedicating resources to enhancing the customer experience through Snack TV can have a cascading impact on your company's overall success and growth.

# WHY YOU SHOULD SPONSOR

## RETURN ON INVESTMENT

In the past, marketing has often been seen as a cost rather than an investment. However, sponsoring our program can offer your organization not only valuable marketing exposure but also promising returns. By teaming up with Snack TV, you can anticipate substantial growth and success for your organization. We are confident that you will be satisfied with the outcomes of this partnership. Snack TV runs its own Roku TV channel, providing viewers with access to content on a worldwide level.

## POSITIVE PUBLIC IMAGE

In alignment with our brand's vision, your assistance and support for this cause will not only enhance the positive image of your organization but also provide a significant boost to Snack TV in supporting artists. Your involvement will serve as an inspiration for others to take similar actions, leading to increased participation from all sectors of society. Join us in making a difference and contributing to the growth of the arts community.



# WHY YOU SHOULD SPONSOR

## BRAND VISIBILITY

We are delighted to offer a special invitation to potential sponsors to join us on our thrilling journey. By becoming a valued sponsor, you will have the opportunity to boost visibility for your brand, expand your international reach, and elevate your business profile. This presents a unique opportunity to showcase your brand to a dynamic community of potential customers.

As a sponsor, your company will be recognized as a valued partner in our media kit, mailing lists, banner ads, social media promotions, campaigns, content, giveaways, product placements, partner posts, and verbal acknowledgments at our various events. Your brand will receive prominent exposure in national and international coverage related to Snack TV.

Don't miss out on this amazing opportunity to enhance your brand and engage with a wide range of audiences. Partner with us as a sponsor and be a part of our exciting journey!

**SNACK TV®**

9:55 am

**Grandmas Rate Each Other's Grits**

The variety of ways our Grandmas make grits is endless, but we need to solve this once and for all. Sugar or Salt? Grandma bands it out to determine who's grits recipe is best.

Preview by

Chop Sugar [www.chopsugar.com](http://www.chopsugar.com)

1 of 28

**Just Added**

looks can be deceiving...

**SNACK TV creator channels**

**CULINARY**

**LEARN TO COOK LIKE**

**Instant**

**MasterChef**

**Sponsored Video**

# Ad Placement

## Exclusive Splash Screen Placement.

- **Logo (1<sup>st</sup> Placement)**



The splash screen is the rendered just after the SnackTV Logo when channel is loaded on Roku, similar to Netflix and Tubi. The difference is our intro is a quick animation intro. At the end of this animation, your log is revealed 100% of the time when a user loads the SnackTV channel app on Roku. This placement is renewed every 3 months.



# Ad Placement

There are 3 levels of exclusive placement.

- **Logo (1<sup>st</sup> Placement)**
- **Logo + Website (2<sup>nd</sup> Placement)**
- **Grid Video or Commercial 2-4 position (3<sup>rd</sup> Placement)**



**Logo Exclusivity:** Places your logo next to the preview screen where it will be visible 100% of the time when the channel loads. (Limited spots availability)

**Website & Logo Exclusivity:** Places your web address just under the preview screen where it will be visible 100% of the time when the channel loads. (Limited spots available)

**Grid Video Ad Exclusivity:** Places your short video, commercial or ad within the top 4 listings making it available for viewers to stream. 84.5% of the time your video will be viewed by users.

Placements renews every 3 months.



# Ad Placement

Local engage streamers  
on the biggest  
screen in the home

120 Million daily US ad reach\*

100 top ad-supported streaming channels

90% of Ad Age 200 have chosen Roku as their TV streaming partner

Total household audience size ?

**4,900 - 5,500**

Estimated reach ?

Daily **290 - 320**

Weekly **890 - 980**

Unique households will likely see your ad **1 - 3** times per day

Total household audience size ?

The estimated number of households within your selected targeting

**17,000 - 19,000**

Estimated reach ?

Daily **2,500 - 2,700**

Weekly **4,300 - 4,800**

Unique households will likely see your ad **1 - 2** times per day

**Placement**  
Lets you select where your ads will be shown. [Learn about ad placement.](#)

Automatic placement

App selection  
Place ads across Roku and other streaming apps. Selecting both options may allow Roku to place your ads on more apps, which can help you reach your campaign goal. See a [complete list of apps.](#)

Roku ?  
CPM estimate (all ad types): \$8-\$22

Other streaming apps  
CPM estimate: \$10-\$30

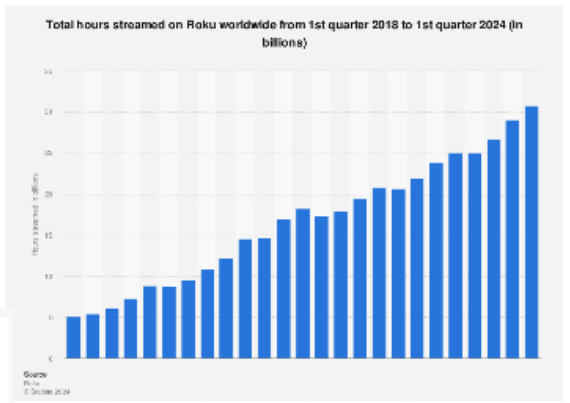
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Automatic placement

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Place ads across Roku and other streaming apps. Selecting both options may allow Roku to place your ads on more apps, which can help you reach your campaign goal. See a [complete list of apps.](#)

Roku ?  
CPM estimate (all ad types): \$8-\$22

Other streaming apps  
CPM estimate: \$10-\$30



Total household audience size ?

**7,300 - 8,100**

Estimated reach ?

Daily **280 - 310**

Weekly **1,200 - 1,300**

Unique households will likely see your ad **3 - 5** times per day

Total household audience size ?

**26,000 - 29,000**

Estimated reach ?

Daily **3,700 - 4,100**

Weekly **6,600 - 7,300**

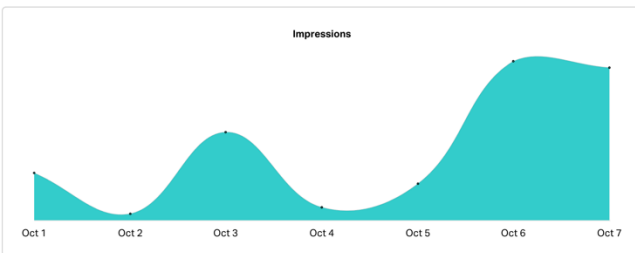
Unique households will likely see your ad **1 - 2** times per day

# Ad Placement

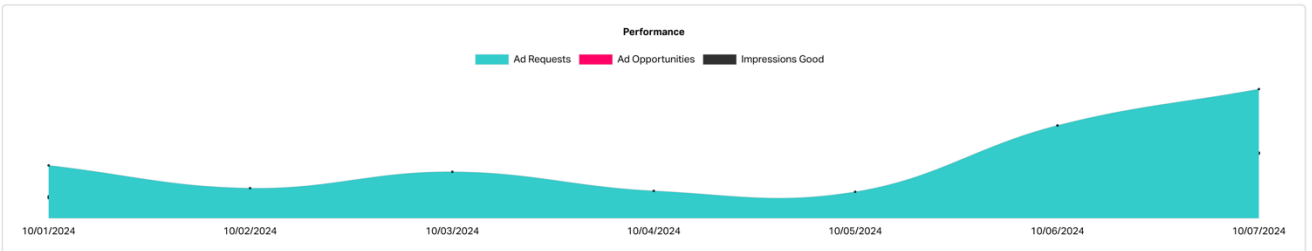
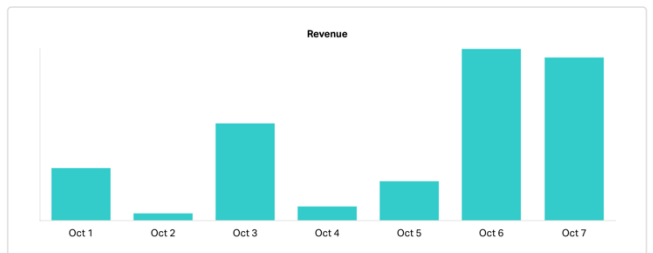
## Viewership and Streams

Since the recent announcement of the new SnackTV series, "Gulf Coast Eats" viewership has nearly doubled on the Roku platform.

Last 7 Days



Domain: SnackTV® Food Network



# SPONSORSHIP PACKAGES

## PREMIUM PACKAGE — \$2,250

- **Splash Screen Placement** for 3 months) Promote your brand logo on our splash screen on our channel
- **All levels of exclusivity** for (3 months) Promote your brand logo during TV channel load on Roku
- Brand logo and banner placement on Snack TV Website for (3 months)
- Brand promotion on our social networks for (3 months)
- Special brand mention on Company Profile as Proud Sponsor for (3 months)
- Banner on our email newsletters
- Brand promotion on YouTube Channel of Snack TV on 3 Posts
- Your brand name listed as a sponsor in the closing show credits.



# SPONSORSHIP PACKAGES

## GOLD PACKAGE — \$1,150

- **Video Ad Exclusivity** for (6 months)
- Opportunity to promote your brand on Snack TV website
- Opportunity to get promoted through Snack TV's 35+ Channels where a single post gets distributed on each channel
- Brand logo and banner placement on Snack TV Website for (12 months)
- Brand promotion on our social networks for (12 months)
- Special brand mention on Company Profile as Proud Sponsor for (12 months)
- Banner on our email newsletters
- Brand promotion on YouTube Channel of Snack TV on two Posts





# SPONSORSHIP PACKAGES

## SILVER PACKAGE — \$ 650

- Opportunity to promote your brand on Snack TV website
- Opportunity to get promoted through Snack TV's 20+ Channels where a single post gets distributed on each channel
- Brand logo and banner placement on Snack TV Website for (6 months)
- Special brand mention on Company Profile as Proud Sponsor for three months
- Banner on our email newsletters
- Brand mention on Snack TV Blog
- Brand promotion on YouTube Channel of Snack TV on one Posts



# SPONSORSHIP PACKAGES

## BRONZE PACKAGE — \$450

- Opportunity to promote your brand on Snack TV website
- Opportunity to get promoted through Snack TV's 10+ Channels where a single post gets distributed on each channel
- Brand logo and banner placement on Snack TV Website for (2 months)
- Brand promotion on our social networks for (2 months)
- banner on our email newsletters
- Brand promotion on YouTube Channel of Snack TV on one Posts





## FURTHER INQUIRIES

Please contact us at:

We would be happy to assist you with any questions that you may have or to help you select the ideal sponsorship opportunity for your organization.

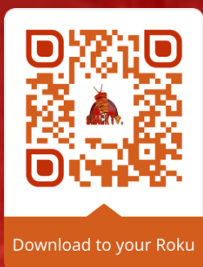
To find out more information about Snack TV, please visit us at

<http://www.snackontv.com/>

We look forward to hearing from you!

Snack TV

[contact@snackontv.com](mailto:contact@snackontv.com)



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[www.snacksocially.com](http://www.snacksocially.com)